



U.S. Army 2005 MWR Leisure Needs Survey Results

**100th ASG - Grafenwoehr
Germany**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

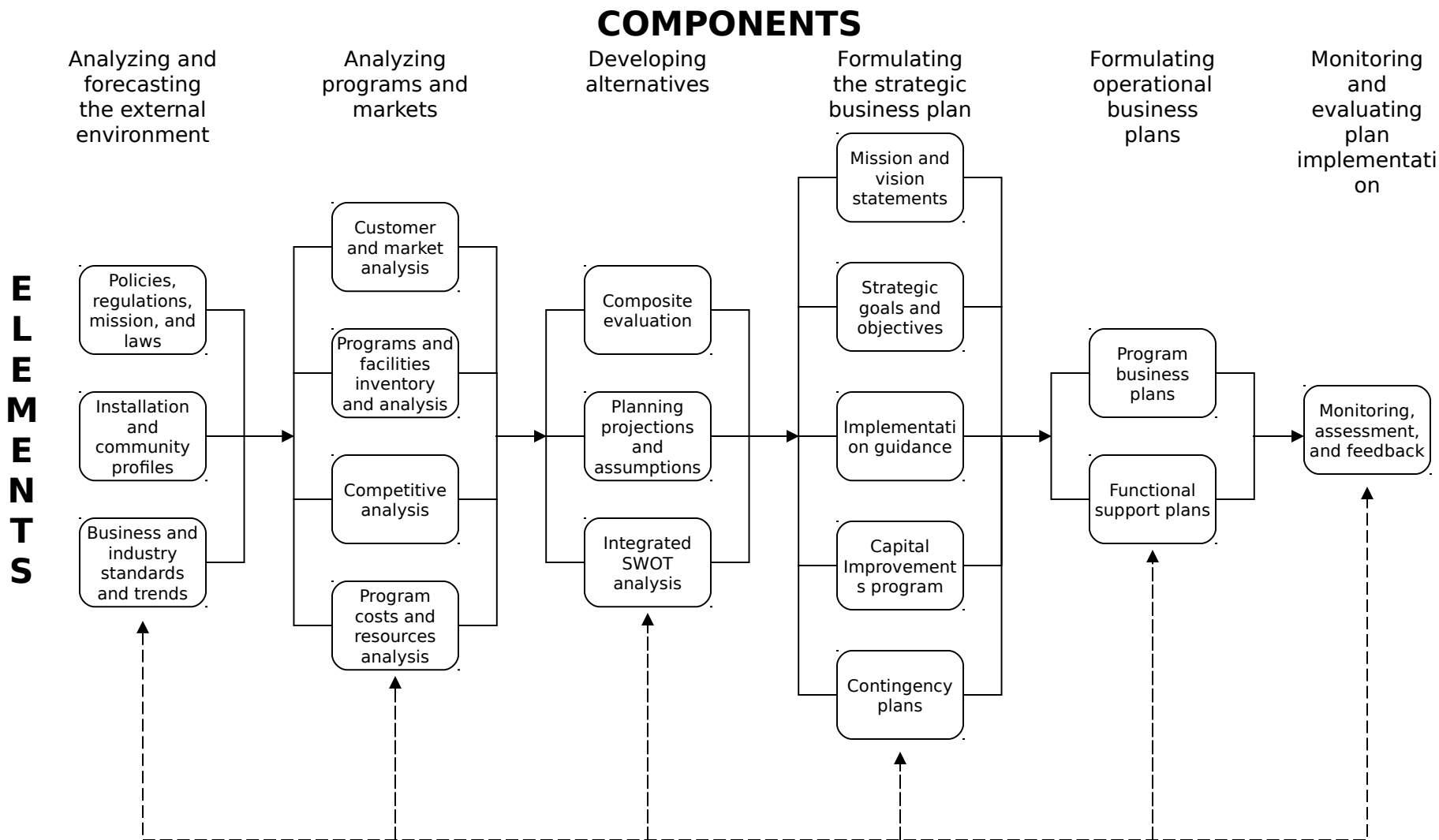
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,230 surveys were distributed at 100th ASG - Grafenwoehr



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	1,070	800	53	6.63%	±13.12%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	589	430	43	10.00%	±14.39%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	1,659	1,230	96	7.80%	±9.71%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

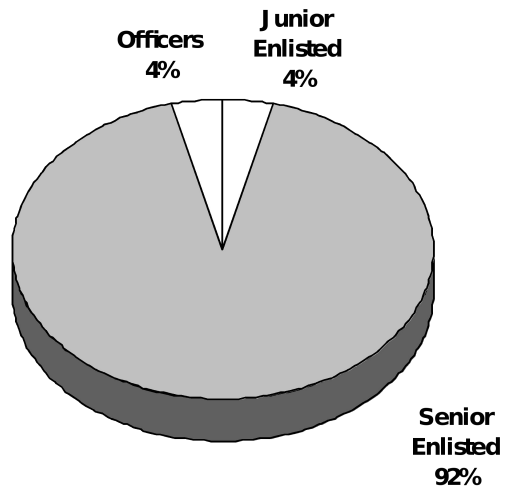
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

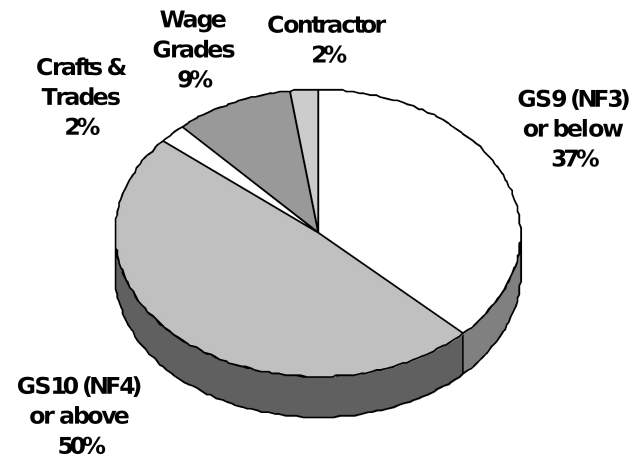
ACTIVE DUTY

(n = 50)



CIVILIANS

(n = 43)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 100th ASG - GRAFENWOEHR

100th ASG - Grafenwoehr

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	80%
Car Wash	78%
Library	68%
Automotive Skills	54%
Bowling Food & Beverage	50%

LEAST FREQUENTLY USED FACILITIES

BOSS	1%
Golf Course Pro Shop	3%
Youth Center	6%
School Age Services	8%
Multipurpose Sports/Tennis Courts	9%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 100th ASG - GRAFENWOEHR*

100th ASG - Grafenwoehr

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.34
Bowling Center	4.21
Golf Course Pro Shop	4.14
Automotive Skills	4.02
Outdoor Recreation Center	4.01

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	2.78
BOSS	3.00
Multipurpose Sports/Tennis Courts	3.31
Child Development Center	3.40
School Age Services	3.47

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 100th ASG - GRAFENWOEHR*

100th ASG - Grafenwoehr

FACILITIES WITH HIGHEST QUALITY RATINGS*

BOSS	5.00
Bowling Center	4.09
Library	4.08
Fitness Center/Gymnasium	3.98
Outdoor Recreation Center	3.93

FACILITIES WITH LOWEST QUALITY RATINGS*

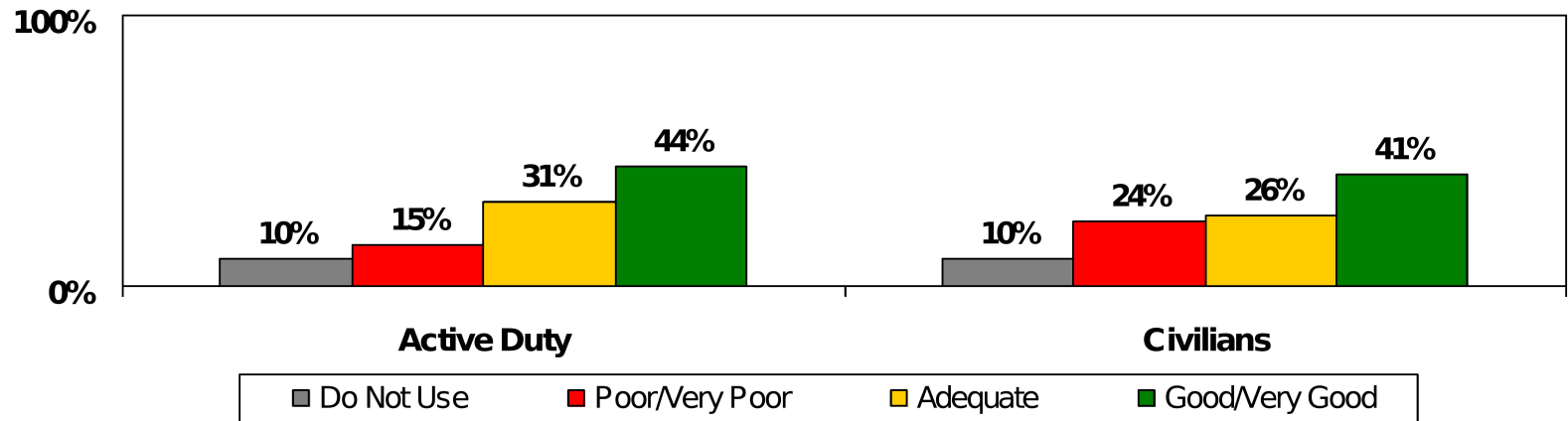
Multipurpose Sports/Tennis Courts	3.10
Athletic Fields	3.14
Golf Course Pro Shop	3.42
Car Wash	3.54
Child Development Center	3.61

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

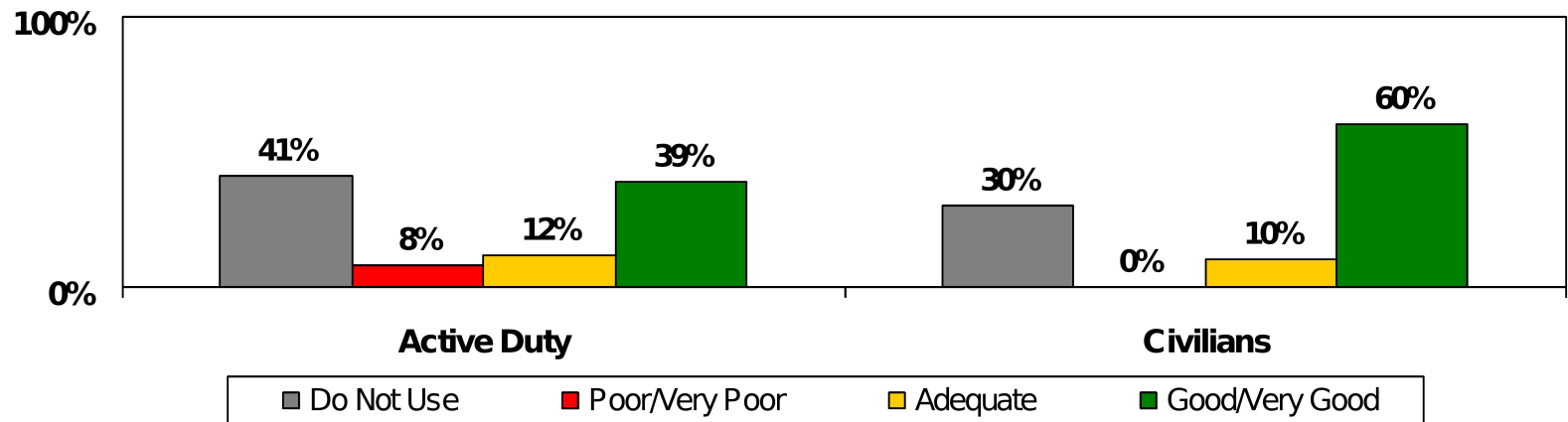
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



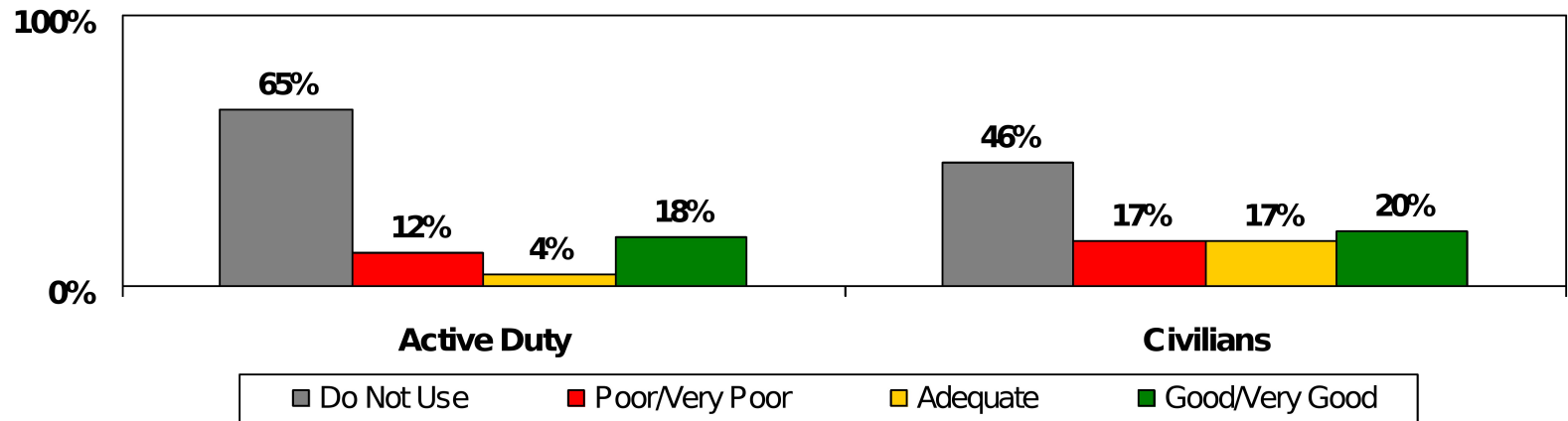
Quality of Off-Post Services



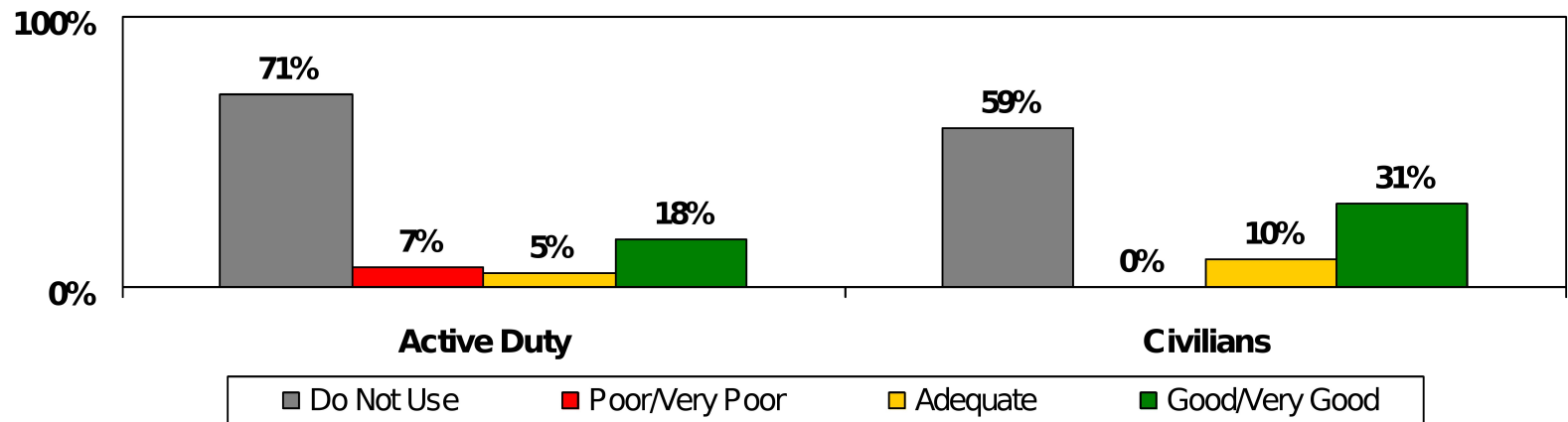
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



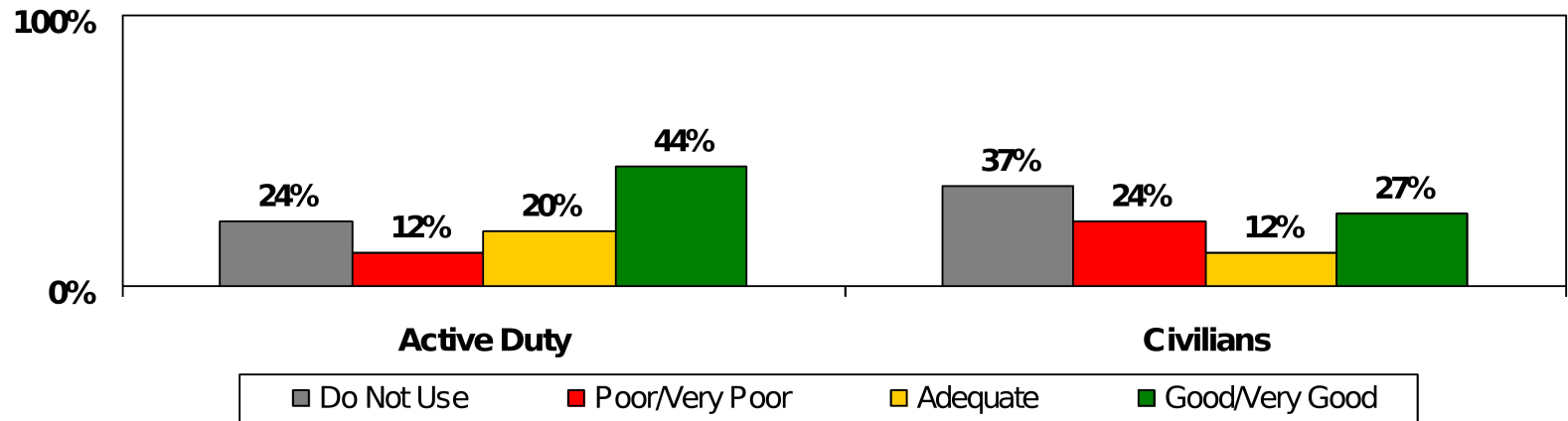
Quality of Off-Post Services



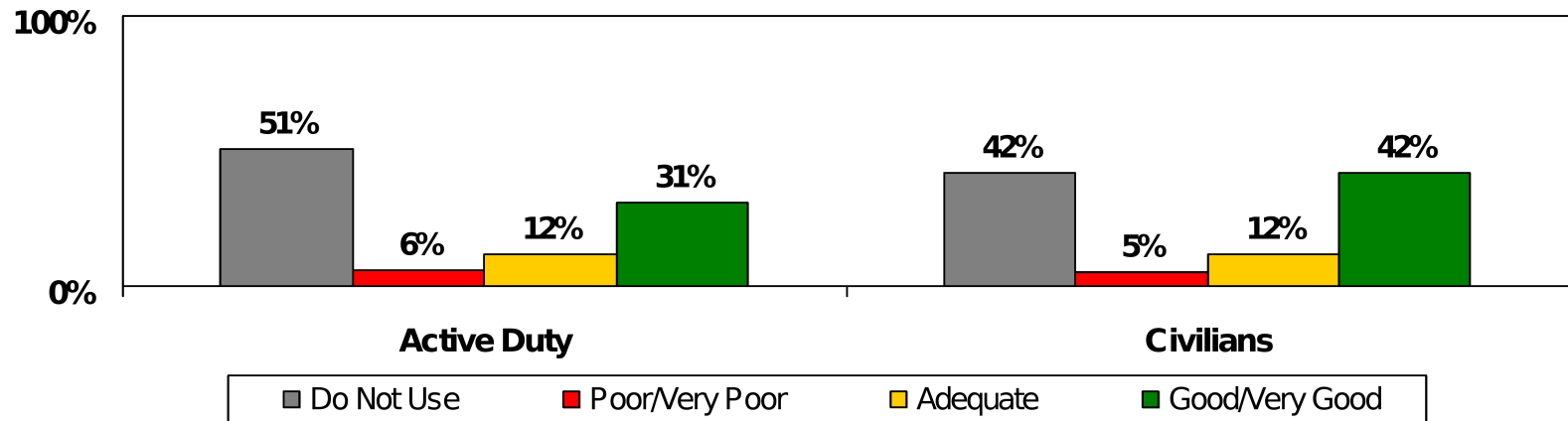
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

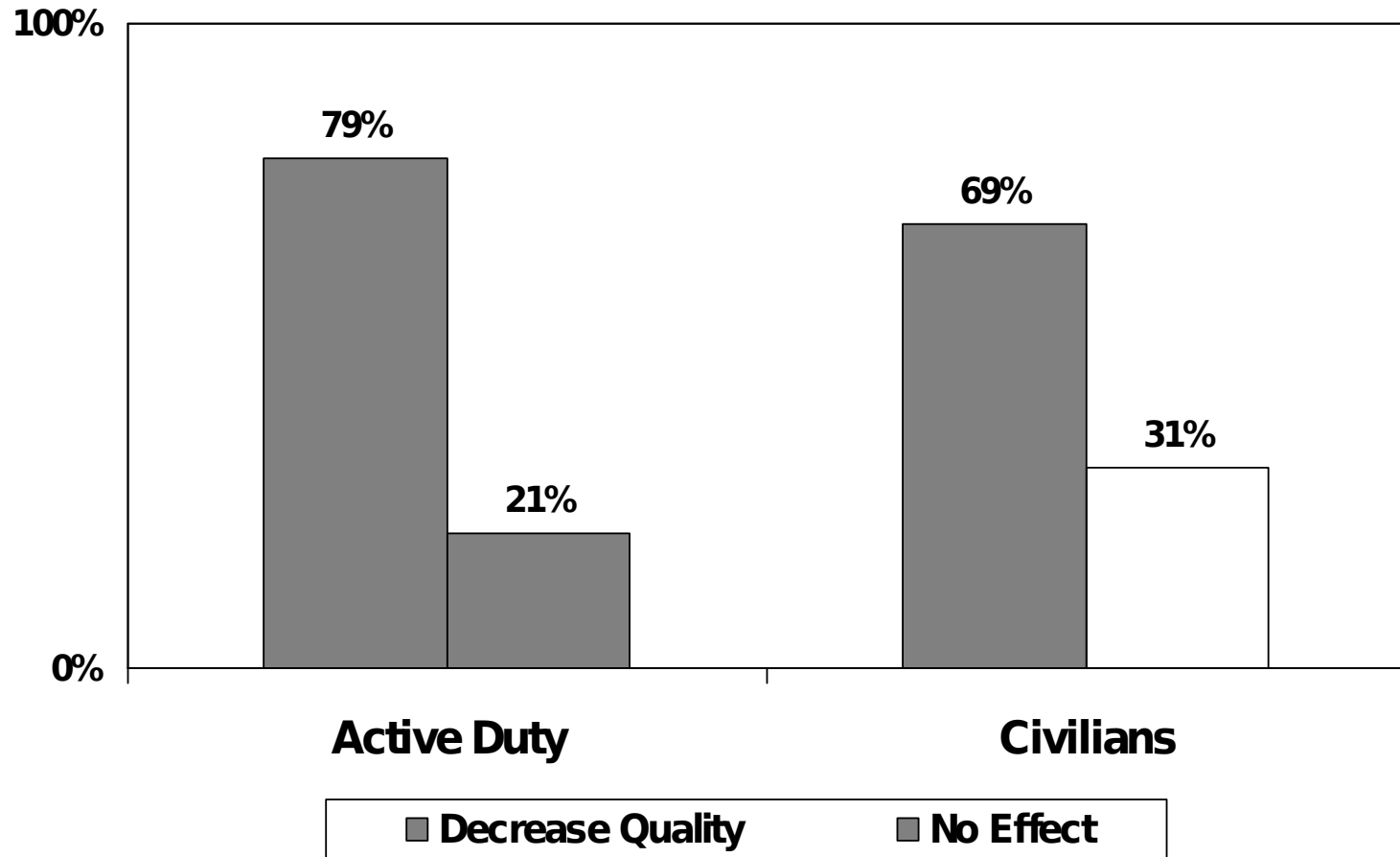


Quality of Off-Post Services



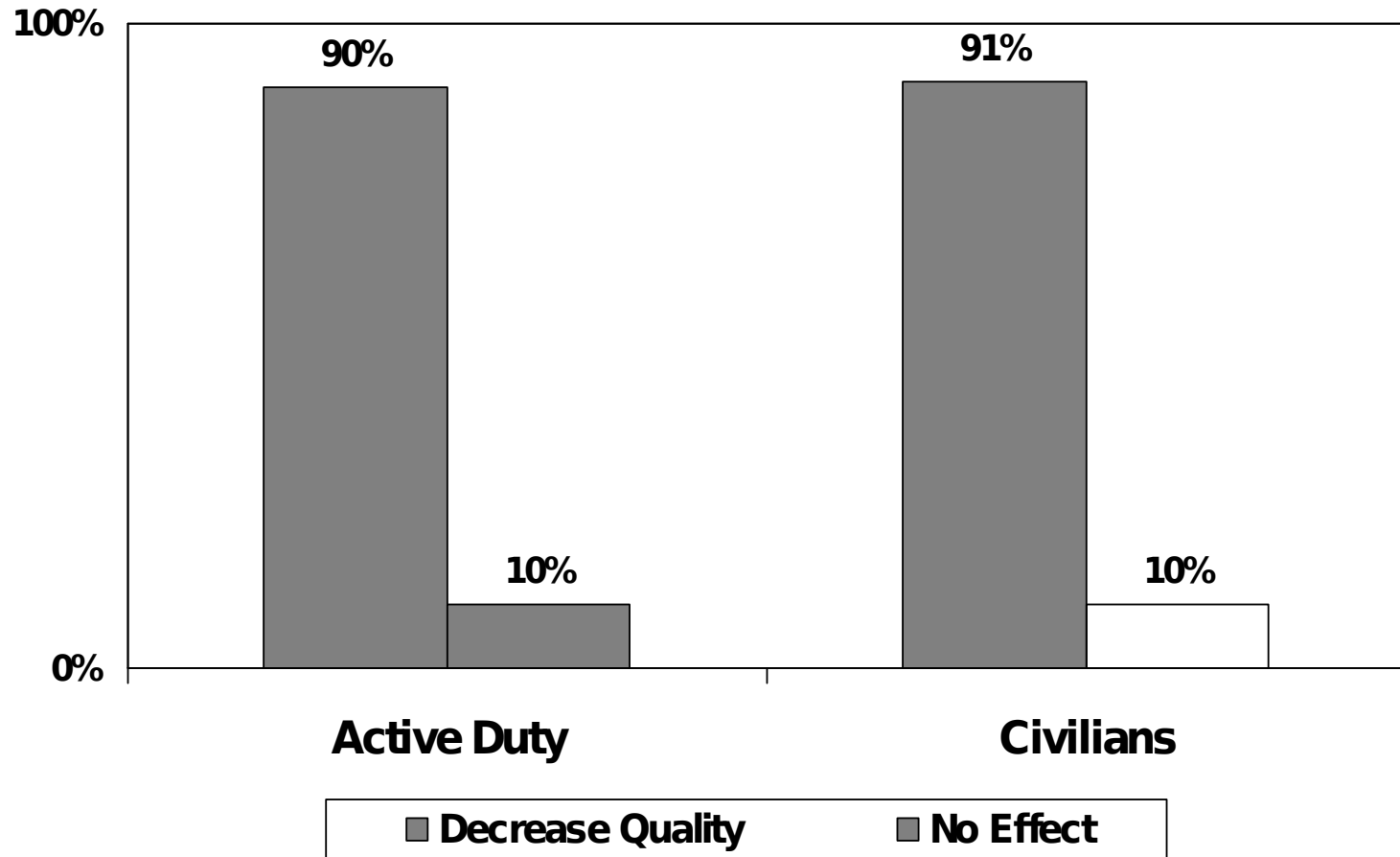
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Army Lodging	76%
Library	73%
Child Development Center	52%
Athletic Fields	49%
Automotive Skills	48%
Car Wash	47%

RV Park	78%
Golf Course Pro Shop	71%
Golf Course Food & Beverage	66%
Golf Course	63%
Marina	51%
Cabins & Campgrounds	48%
Bowling Pro Shop	46%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	16%	12%	14%
E-mail	22%	48%	31%
Friends and neighbors	43%	36%	40%
Family Readiness Groups (FRGs)	8%	5%	7%
Bulletin boards on post	57%	45%	53%
Post newspaper	49%	48%	49%
MWR publications	37%	67%	48%
Radio	57%	40%	51%
Television	33%	17%	27%
My child(ren) let(s) me know	10%	5%	8%
Other unit members or co-workers	35%	26%	32%
Unit or post commander or supervisor	12%	5%	9%
Marquees/billboards	20%	33%	25%
Flyers	45%	36%	42%
Other	12%	10%	11%
I never hear anything	2%	0%	1%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	100%
Better Opportunities for Single Soldiers	75%
Army Community Service	58%
MWR Programs and Services	88%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and referral	71%	93%	7%
Outreach programs	62%	89%	11%
Family Readiness Groups	79%	93%	7%
Relocation Readiness Program	77%	95%	5%
Family Advocacy Program	77%	83%	17%
Crisis intervention	67%	78%	22%
Money management classes, budgeting assistance	79%	85%	15%
Financial counseling, including tax assistance	79%	92%	8%
Consumer information	60%	88%	13%
Employment Readiness Program	69%	77%	23%
Foster child care	52%	75%	25%
Exceptional Family Member Program	79%	79%	21%
Army Family Team Building	75%	91%	9%
Army Family Action Plan	62%	78%	22%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	36%
Unit cohesion and teamwork	46%
Unit readiness	50%
Relationship with my spouse	42%
Relationship with my children	50%
My family's adjustment to Army life	56%
Family preparedness for deployments	40%
Ability to manage my finances	43%
Feeling that I am part of the military community	46%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	82%
Helps minimize lost duty/work time due to lack of child care/youth services	89%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	50%
Allows me to work outside my home	78%
Allows me to work at home	33%
Offers me an employment opportunity within the CYS program	80%
Allows me/my spouse to better concentrate on my/our job(s)	90%
Provides positive growth and development opportunities for my children	90%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	67%
Unit cohesion and teamwork	62%
Unit readiness	69%
Ability to manage my finances	70%
Feeling that I am part of the military community	60%
Relationship with my children (single parents)	67%
My family's adjustment to Army life (single parents)	57%
Family preparedness for deployments (single parents)	67%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	62%
Reading	56%
Multi-media (videos, DVDs, CDs)	55%
Cardiovascular equipment	50%
Internet access (library)	50%
Automotive detailing/washing	49%
Entertaining guests at home	47%
Internet access/applications (home)	45%
Festivals/events	45%
Going to movie theaters	45%

Top 5 for Active Duty

Cardiovascular equipment	60%
Watching TV, videotapes, and DVDs	60%
Automotive detailing/washing	53%
Internet access (library)	53%
Reading	52%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	66%
Multi-media (videos, DVDs, CDs)	63%
Reading	63%
Entertaining guests at home	61%
Walking	60%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	20%
Basketball	18%
Soccer	12%
Volleyball	5%
Touch/flag football	4%

Outdoor Recreation

Bicycle riding/mountain biking	23%
Picnicking	19%
Camping/hiking/backpacking	18%
Going to beaches/lakes	15%
Volksmarching	14%

Social

Entertaining guests at home	47%
Night clubs/lounges	26%
Special family events	23%
Dancing	21%
Happy hour/social hour	21%

Sports and Fitness

Cardiovascular equipment	50%
Running/jogging	41%
Walking	37%
Weight/strength training	37%
Bowling	34%

Entertainment

Watching TV, videotapes, and DVDs	62%
Festivals/events	45%
Going to movie theaters	45%
Attending sports events	26%
Live entertainment	25%

Special Interests

Automotive detailing/washing	49%
Internet access/applications (home)	45%
Automotive maintenance & repair	38%
Gardening	30%
Computer games	28%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	56%	N/A	56%
Multi-media (videos, DVDs, CDs)	55%	N/A	55%
Cardiovascular equipment	50%	0%	50%
Internet access (library)	50%	N/A	50%
Reference/research services	43%	N/A	43%
Going to movie theaters	40%	4%	45%
Study/self development	35%	N/A	35%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

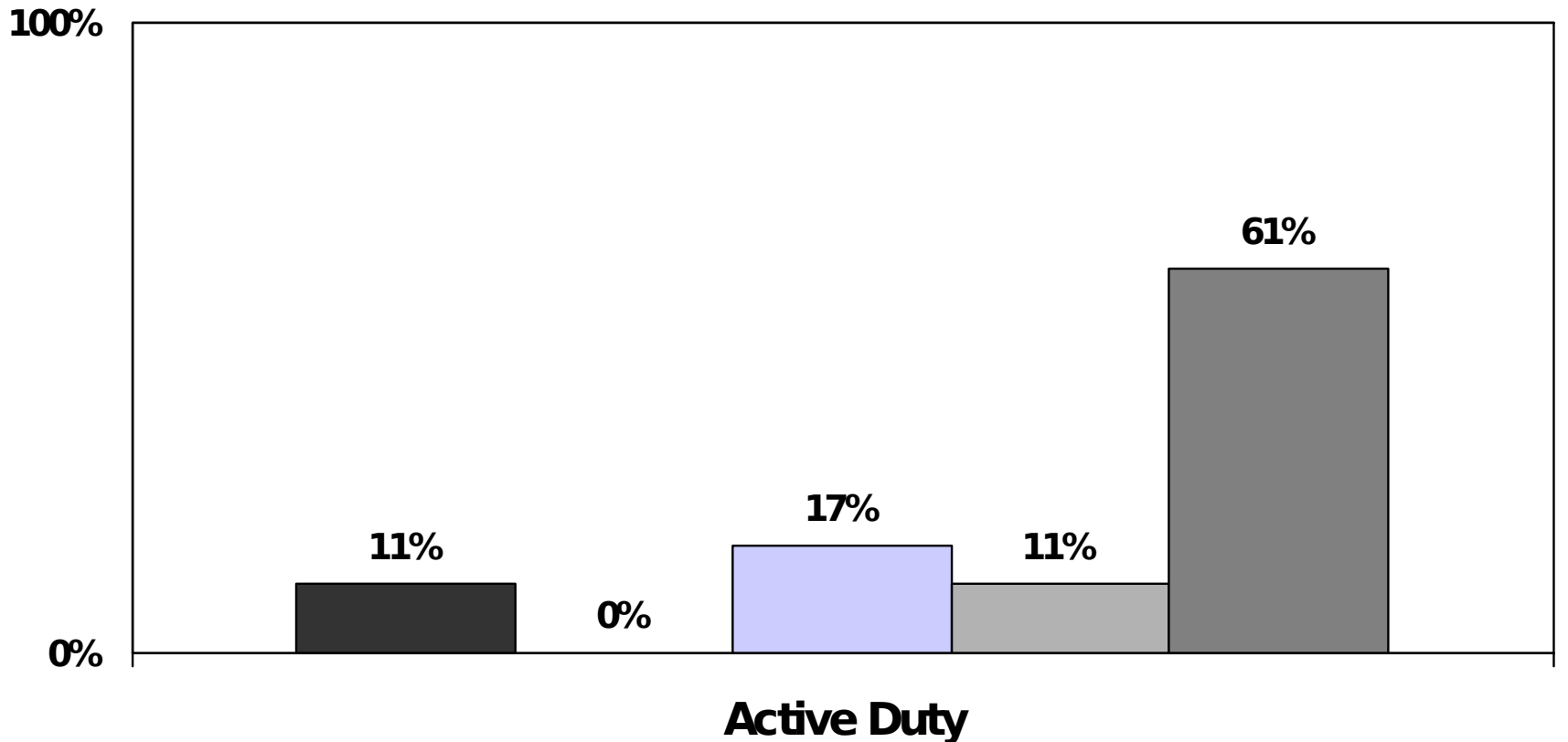
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Automotive detailing/washing	34%	9%	6%	49%
Internet access/applications (home)	17%	1%	27%	45%
Automotive maintenance & repair	33%	4%	1%	38%
Gardening	1%	1%	27%	30%
Computer games	5%	1%	22%	28%
Digital photography	4%	7%	14%	26%
Trips/touring	5%	17%	0%	21%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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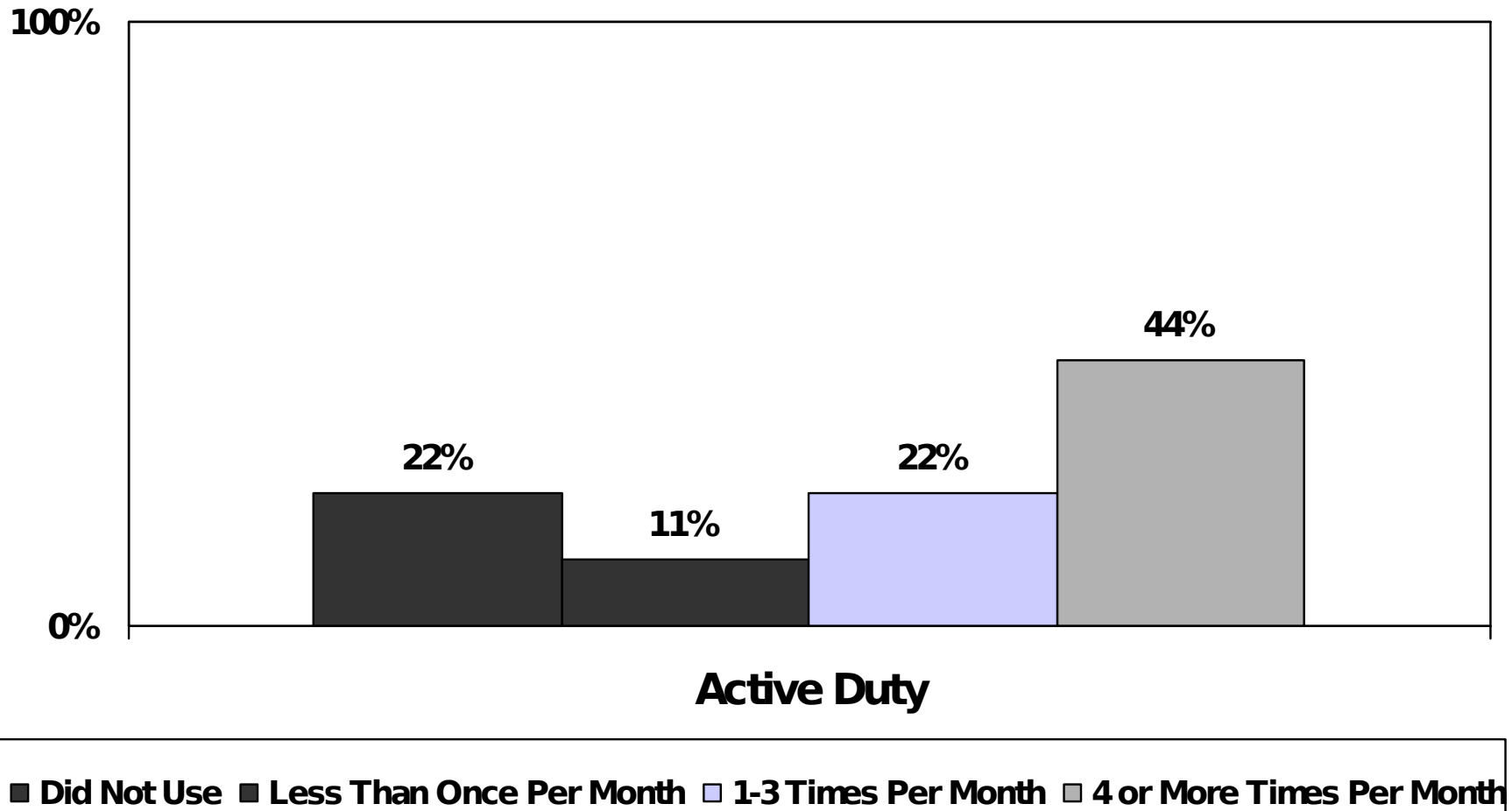


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

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INSTALLATION



CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	4%
Probably will not make military a career	4%
Undecided	13%
Probably will make military a career	19%
Definitely will make military a career	60%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)